

**WHO'S RUNNING
NUMBER ONE
IN COMPETITION
WHERE "CLAIMS"
DON'T COUNT?**

CHEVROLET 

THAT'S WHO!

In NASCAR* Short Track Division events, this '55 Chevrolet has brought home more winning points than any car in any price class. Engine and performance claims don't count in this league. Here you've either got it or you haven't!

*National Association for Stock Car Auto Racing



Chevrolet's got it! Enough high-powered punch to run the pants off competition—*all competition*, including most of the so-called "hot" high-priced cars!

If you've seen a '55 Chevrolet in action this news doesn't surprise you. You've witnessed the swivel-hipped way it handles, breaking through the pack to come lane-hugging, power-sliding through the turns—wide-spaced rear springs holding tight—then digging out with a catapult surge of V8 power! If you haven't—brother, it's something to see. Better yet, put a new Chevrolet through your own paces. Your dealer has one waiting. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



*the new winner
in stock car competition*

STEALING
THE SHOW
from the
HIGH-PRICED CARS

SHOW-CAR STYLING

Sweep-Sight windshield

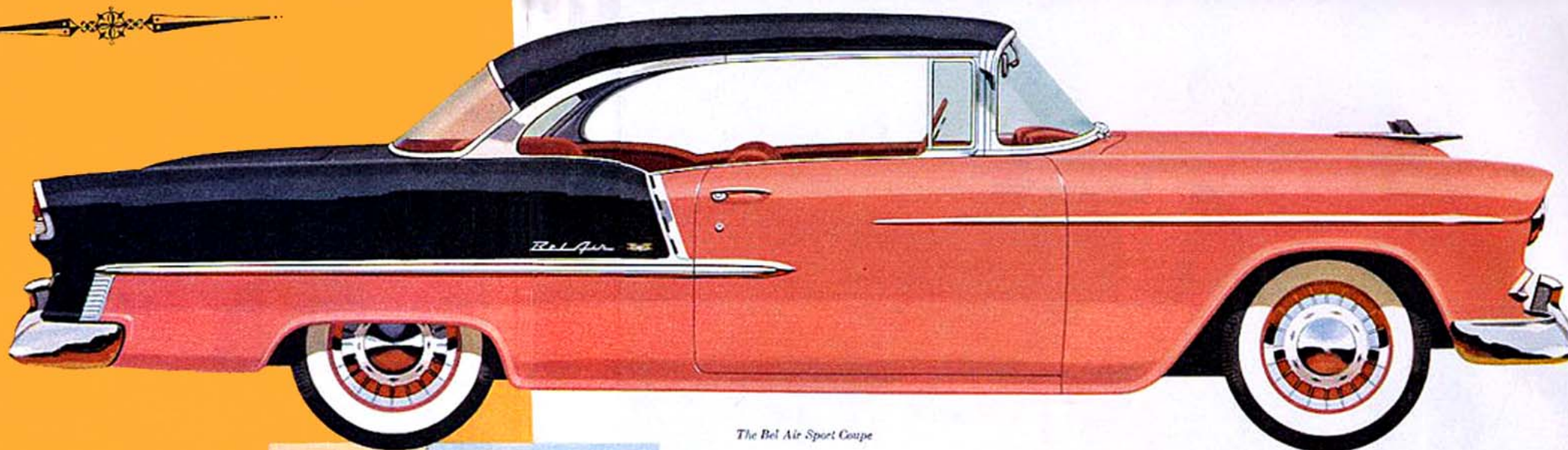
Four-Fender visibility

High-Level ventilation

Entirely new ride

Ball-Race steering

Tubeless tires



The Bel Air Sport Coupe

New
Standard
Transmission
New
Touch-Down
Overdrive*
Super-Smooth
Powerglide*

3 MODERN
DRIVES

MOTORAMIC

CHEVROLET

*Overdrive and Powerglide extra-cost options

two new 6's

You're looking at the profile of the greatest show stealer since "The Great Profile" himself—the new Chevrolet!

Time was, you know, when the high-priced cars took the bows for styling, performance, and the rest. But not this year. No, sir! The Motoramic Chevrolet's getting the big hand everywhere—at the auto shows, in the showroom, and on the road. And almost everybody from bankers to bobby soxers seems to love it.

But then, why shouldn't they? Where could you find a handsomer and livelier performer? (And we mean at any price!) You can tell just by its long, low, "let's go"

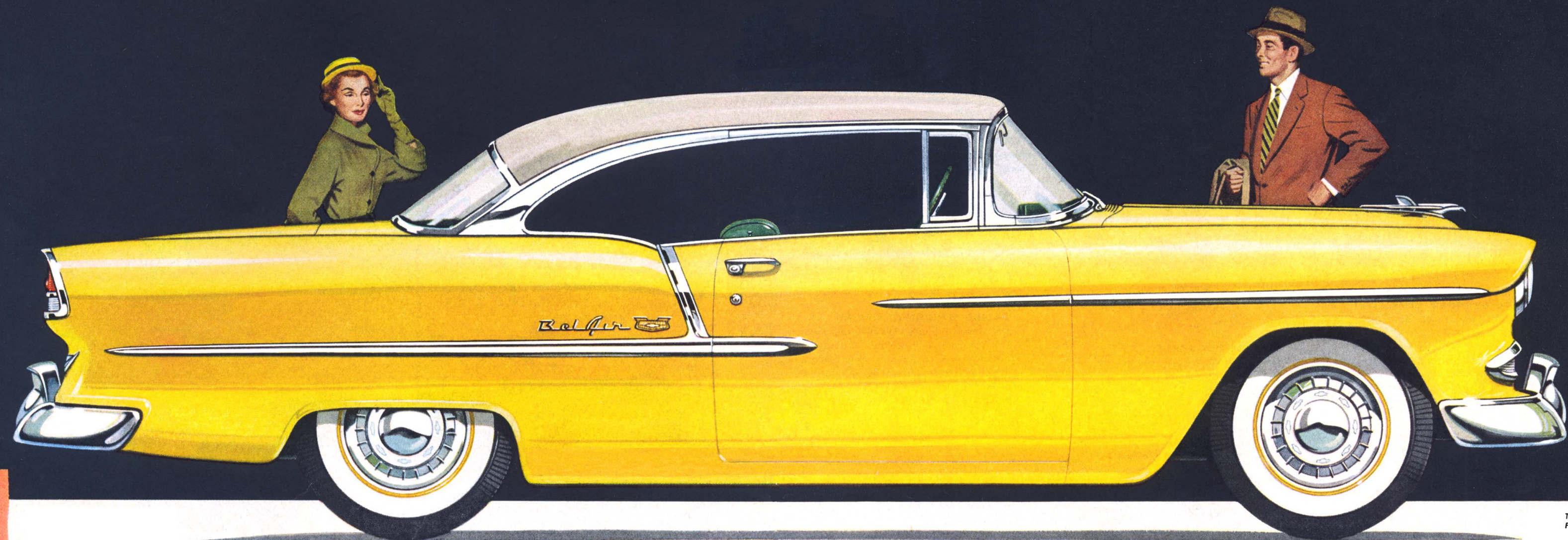
look that the Motoramic Chevrolet is strictly top billing.

And when you drive it, the curtain goes up on an exciting new drama starring you! Just give the nod to Chevrolet's new 162-h.p. "Turbo-Fire V8" or one of the two new "Blue-Flame" 6's, and you'll see what we mean. Then Chevrolet brings you all the luxuries a first-nighter could ask for—plus a full program of extra-cost options, even to air conditioning on V8 models.

The next performance starts any time you drop by your Chevrolet dealer's. No ticket needed. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

MORE THAN A NEW CAR...A NEW CONCEPT OF LOW-COST MOTORING!

Low...and behold! A new concept of low-cost motoring!



The Bel Air Sport Coupe—one of 14 new Fisher Body beauties in three new series.

**This is what a new idea looks like.
This is Chevrolet and General Motors'
entirely new approach to the design, engineering
and production of a low-priced car!**



the motoramic Chevrolet for 1955

Turn the page and see the rest of the story;
it's equally exciting!